

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Premium Color Graphics Company

New Jersey Manufacturing Extension Program

Key Assessments Grow Sales By \$1.6 Million At Premium Color Graphics

Client Profile:

Premium Color Graphics Company provides printing and pre-press services for the consumer electronics and pharmaceutical industries, including point-of-sale literature, flyers, and brochures. Founded in Clifton, New Jersey, in 1992, this 30-person company currently generates approximately \$5 million in annual sales.

Situation:

Premium Color Graphics Company needed outside assistance developing its long-term business strategy and marketing initiatives to keep pace with rapid growth. The company received an introduction to the New Jersey Manufacturing Extension Program, Inc. (NJMEP), a NIST MEP network affiliate, through a visit from an NJMEP representative. Though the company was growing, profitability was not growing at the same rate and management did not understand the reasons. Premium Color Graphics asked NJMEP for help determining the problem.

Solution:

NJMEP recommended two assessments to help Premium Color Graphics identify its constraints. First NJMEP administered a QuickView Assessment, which provides preliminary analysis of a manufacturing company's strengths and weaknesses. This assessment enabled the company to identify business priorities and develop and implement those priorities with NJMEP.

The second assessment, a Marketing Audit, established marketing essentials based on established business priorities and identified methods to increase profitability. Through this audit, Premium Color Graphics was able to determine the effectiveness of current business practices and identify areas where meaningful improvements could be made. NJMEP gathered the data, managed the process, and provided Premium Color Graphics with specific recommendations based on the results. The resultant plan will be implemented in many phases over the next few years.

The next step implemented a Target Customer Identification Program. A sample of 50 of the company's major clients were polled through in-person and telephone interviews to measure and analyze the customer base that is responsible for Premium Color Graphic's rate of growth, significant profits, and significant gross sales revenues. This process took approximately six weeks and was managed by NJMEP. Maged & Co., a marketing and advertising agency, implemented the survey and provided feedback to Premium Color

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Graphics. This information is essential for the company to attract, retain, and maintain its customer base.

Results:

Increased sales by \$1.6 million.

Retained \$500,000 in sales.

Saved \$50,000 in costs.

Avoided unnecessary investment of \$75,000.

Created 2 new sales positions and saved 3 existing jobs.

Testimonial:

"The New Jersey Manufacturing Extension Partnership is a very important asset to us in organizing the infrastructure of our fast-growing company. NJMEP has been extremely helpful in defining the vision and direction of the company."

John Watson, President